

In the Claims:

Cancel without prejudice all claims pending in this application.

Add the following new claims 84 - 101:

84.(New) In a system where a product marketing rebate claim is submitted by a customer to a remote processing site having stored information relating to the accounts of a plurality of customers and having stored information relating to a plurality of rebate offers each associated with one or more products, a method of evaluating the satisfaction of a rebate offer associated with one or more products purchased by a customer in a transaction identifiable by a unique transaction identifier provided to a customer by a point-of sale processor at the point of sale, the method comprising the steps of:

- (a) receiving and electronically storing at the remote processing site information relating to the accounts of a plurality of customers;
- (b) receiving and electronically storing at the remote processing site information relating to a plurality of rebate offers associated with one or more products;
- (c) electronically receiving and electronically storing at the remote processing site a record of a transaction at the point-of-sale processor at which one or more products were purchased with which there was associated one or more rebate offers;
- (d) receiving from the customer at the processing site a rebate claim comprising the unique transaction identifier provided by the point-of-sale processor to the customer at a point of sale; and
- (e) using at the processing site the unique transaction identifier received from the customer at the processing site to electronically evaluate the satisfaction of a rebate

offer associated with the products purchased in the transaction identified by the unique transaction identifier.

85.(New). The method of Claim 84 wherein the claim is electronically submitted by the customer; and

wherein the transaction records stored at the processing site are electronically accessed by the unique transaction identifier.

86.(New) In a system where a product marketing rebate claim is submitted by a customer to a processing site having stored information relating to the accounts of a plurality of customers and having stored information relating to a plurality of rebate offers, a method of evaluating the satisfaction of a rebate offer associated with one or more products purchased by a customer in a transaction identifiable by a unique transaction identifier provided to a customer at the point of sale, the method comprising the steps of:

(a) electronically receiving and storing at a processing site an electronic record of a transaction at which one or more products were purchased with which there was associated one or more rebate offers;

(b) at the processing site receiving from the customer information provided to the customer at the point of sale including the unique transaction identifier; and

(c) using at the processing site the unique transaction identifier received from the customer to evaluate the satisfaction of the rebate offers associated with the products purchased in the transaction identified by the unique transaction identifier.

87. (New) The method of Claim 86 where there are a plurality of products with which there are associated a rebate offer purchased in the transaction identified by the unique transaction identifier.

88. (New) The method of Claim 86 where there a plurality of rebate offers is associated with a product purchased in the transaction identified by the unique transaction identifier.

89. (New) The method of Claim 86 wherein a plurality of unique transaction identifiers is received from the customer at the processing site in a single submission by the customer.

90. (New) The method of Claim 86 wherein, in addition to the unique transaction identifier, the customer is provided with information relating to a rebate offer associated with a product purchased in the transaction.

91. (New) The method of Claim 90 wherein the rebate offer information provided to the customer includes a dedicated accounting of products with which rebate offers are associated.

92. (New) The method of Claim 90 wherein the rebate offer information provided to the customer identifies the terms of a rebate offer associated with a product purchased in the uniquely identified transaction.

93. (New) The method of Claim 90 wherein the rebate offer information provided to the customer includes the status of a rebate offer associated with a product purchased in the uniquely identified transaction.

94. (New). The method of Claim 90 wherein the rebate offer information provided to the customer includes a rebate offer number associated with a product purchased in the uniquely identified transaction.

95. (New). The method of Claim 90 wherein information in addition to the unique transaction identifier is used at the processing site.

96.(New) The method of Claim 95 wherein the information in addition to the unique transaction identifier used at the processing site includes customer identifying information.

97. (New) The method of Claim 86 wherein the unique transaction identifier is printed on a receipt generated by a point-of-sale processor at the point of sale.

98. (New) The method of Claim 86 wherein the unique transaction identifier is electronically provided to the purchaser following an on-line sale.

99. (New) The method of Claim 86 wherein the claim is electronically submitted.

100. (New) The method of Claim 86 wherein the claim is submitted by mail.

101. (New) The method of Claim 86 wherein the processing site includes distributed data processors.